

Golden Well Optical Int Co Ltd in Eyewear (Taiwan)

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Abstracts

Golden Well Optical is expected to pursue a strategy of strengthening its position in upper mid-market eyewear. The company's efforts are likely to focus on the quality and design aspects of its products. It is possible the eyewear player may incorporate younger consumers into its future designs to cultivate a long-term brand relationship amongst new consumers. This may involve lowering prices on some products to appeal to this group.

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